fyi customerUPDATE

Super Bowl XLVIII Issue

Have a Super Week

Welcome to NJ TRANSIT, proud transportation partner for Super Bowl XLVIII on February 2, 2014 at MetLife Stadium.

All eyes will be on the Garden State for the first "Mass Transit Super Bowl," which also includes a host of activities supported by our services during Super Bowl Week. They include Media Day January 28 in Newark and Super Bowl Boulevard January 29 to February 1 just across the river in New York.

Before I speak to our visitors, let me reassure our everyday customers that they will have our full attention. Additional service will be offered during Super Bowl Week to increase seating capacity and help keep you on the move. You should plan ahead and expect periodic crowding and service adjustments during the week. As an added benefit, we are offering a $50 Super Pass valid from January 27 to February 3 on all NJ TRANSIT buses, trains and light rail services for regular riders and visitors. We are grateful for your patience and encourage you to greet our visitors with a warm New Jersey welcome!

For our visitors, welcome aboard! In addition to the benefits of the Super Pass, you will find ambassadors at major stations and terminals during the week to help you get around. Use njtransit.com to plan your trip and find up-to-date service information. Also, join the conversation and fun on Twitter, Facebook, Instagram and YouTube.

Finally, safety and security remain our top priority. You will see a visible police presence across our system during Super Bowl Week. We have the finest law enforcement professionals in the nation serving and protecting our customers, but they can't be everywhere. We ask that you remain alert and ask that you text or phone suspicious activity to our Police Department (see details on back).

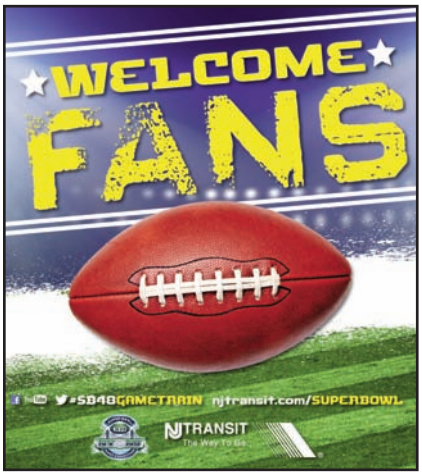
On behalf of the men and women at NJ TRANSIT, thank you for your patronage and enjoy the week!

Jim Weinstein
Executive Director, NJ TRANSIT

Super Bowl and Related Activities Fill the Region

Super Bowl XLVIII is just around the corner and the New Jersey/New York region is ready to put on a show. MetLife Stadium in the Meadowlands has the unique distinction of hosting the first "Mass Transit Super Bowl" and the first "Outdoor Cold Weather Super Bowl."

The game will be played February 2, 2014, but there's much more happening during the week leading up to the Super Bowl, and NJ TRANSIT can get you to many of those venues. Because we expect increased travel during Super Bowl Week, we want to let our regular customers and visitors know **NJ TRANSIT will enhance its bus, rail and light rail service throughout the week**. That includes more service on all modes and increased capacity on longer light rail and commuter rail trains. Details can be found at www.njtransit.com, where you can also sign up for **MyTransit** alerts.



While increased capacity will help, crowding conditions may still exist. As a result, we recommend that you allow for additional travel time during Super Bowl Week and monitor our website or Twitter feeds for service updates.

For our out of town guests, welcome to the region! Among the special events you can travel to on NJ TRANSIT during the week:

- January 28 — **Media Day** at Prudential Center in Newark (take NJ TRANSIT to Newark Penn Station — walk two blocks to Prudential Center).
- January 29 to February 1 — **Super Bowl Boulevard** in New York (take NJ TRANSIT to Penn Station New York or Port Authority Bus Terminal and walk a short distance to the event).
- February 2 — **Super Bowl XLVIII** at MetLife Stadium (take an NJ TRANSIT train to Secaucus Junction and transfer to a Meadowlands train).

Please note that **the Super Bowl is a Level One National Security Event**. On Super Bowl Sunday, all customers traveling between Secaucus Junction and MetLife Stadium must **display a valid round-trip rail fare to Meadowlands Station and their game ticket**. Customers must also adhere to the NFL's Stadium Bag Policy found at www.nflshop.com/All_Clear.

NJ TRANSIT is encouraging its regular customers and visitors to take advantage of its eight-day **Super Pass**, a $50 pass valid on any of our trains, buses or light rail vehicles between January 27 and February 3, 2014. In addition to big savings, it will give you maximum travel flexibility during the week. Super Pass and round-trip tickets can be purchased at ticket vending machines, ticket windows and mobile devices.

We also want to make Super Bowl Week a family experience. That's why our **Family Super Saver Fare** will be valid throughout Super Bowl week, allowing up to two children 11 and younger to travel free with each fare-paying adult.

In addition to the activities mentioned, there will be many other events taking place around the region. Use our **Trip Planner** on njtransit.com to get you there. You'll find **NJ TRANSIT Ambassadors** in gold "Team Transit" shirts at major stations and terminals during the week to help guide you. You can also interact with us on **social media** through the week (see more about Facebook, Twitter, YouTube and Instagram on the back of this newsletter).

Finally, everything you need to know about traveling to the Super Bowl, connecting transit services and related activities can be found at www.njtransit.com/superbowl. For more information on the Big Game, visit www.nynjsuperbowl.com. Thanks for joining us and enjoy the week!

Super Bowl Week Travel Tips

- Plan your trip and find service updates on njtransit.com
- Interact with us on Twitter, Facebook, YouTube and Instagram
- Purchase round-trip tickets before boarding a train, bus or light rail vehicle
- Buy an eight-day Super Pass
- Enjoy the Family Super Saver
- Allow for additional travel time during the week
- Know your game-day arrival and departure options at Secaucus Junction
- Validate one-way tickets before boarding a light rail train
- Stand behind the yellow line on train platforms
- Watch the gap between the train and the platform when boarding

Going to the Game?

If you plan to ride NJ TRANSIT to MetLife Stadium on Super Bowl Sunday, take a train to Secaucus Junction where you will transfer to a train for the short ride to Meadowlands Station.

To plan your trip, visit www.njtransit.com and use our Trip Planner, which will provide travel options and fare information.

Valid train **and** Super Bowl game tickets must be displayed at Secaucus Junction before boarding a train to Meadowlands Station; a Super Pass, a round-trip ticket to Meadowlands Station or a MyTix ticket on your smartphone will work. Train tickets can be purchased at Ticket Vending Machines, ticket windows and through MyTix on your mobile device. Penn Station New York customers can also purchase their tickets on our website and print them out for display on trains.

We recommend that you travel light and budget extra time to get to the stadium. Bag screening and customer lines will be established at Secaucus Junction to ensure secure and orderly boarding of trains.

NJ TRANSIT and the NY/NJ Super Bowl Host Committee will have hundreds of ambassadors at our major stations — including Secaucus Junction, Penn Station New York, Newark Penn Station, Hoboken Terminal and Newark Broad Street Station — and at many local commuter rail and light rail stations to help customers navigate our system. NJ TRANSIT ambassadors will be dressed in gold "Team Transit" shirts to help you easily identify who they are.

For the return trip from the game, boarding lines will also be set up at Meadowlands Station. Trains will leave the station on a load and go basis bound for Secaucus Junction where connections are available to your station of origin. Enjoy the game!

Safety and Security a Top Priority

Super Bowl XLVIII has been declared a Level One National Security Event. As a result, you will find increased security around MetLife Stadium, special event venues and mass transit facilities throughout the region during Super Bowl Week (January 27-February 3, 2014).

The NJ TRANSIT Police Department has been working closely with local, county, state and federal law enforcement agencies. This coordinated effort at our facilities and elsewhere is designed to ensure you move safely around the area during the week. The NJ TRANSIT Police Department will implement various security initiatives that are highly visible and others that are not.

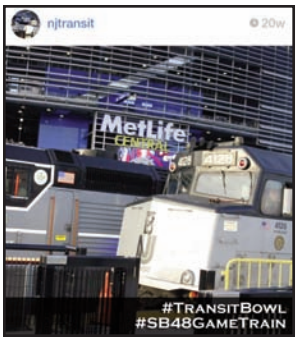
Please do not pet K-9 dogs; they are on assignment and should not be distracted while making their way through our facilities or onboard our equipment.

Finally, while we will have an expanded police presence, we can't do it alone. That's why we're asking you to be an extra set of eyes and ears for us to help patrol our system. If something looks suspicious to you, please let us know. You can report what you see to any NJ TRANSIT Police Officer or NJ TRANSIT employee. You can also text the information to NJTPD (**65873**) or call 1-888-TIPS-NJT (**1-888-847-7658**). Please be as specific as possible about where you are, what you see, what rail line or bus route you are on, what railcar or bus number you are riding in and any other pertinent information. Thank you for your support, stay safe and enjoy the week!

Stay Connected!

Want to get the inside track on Super Bowl travel information? Well, NJ TRANSIT will keep you socially connected to the action through some of your favorite social media platforms: Twitter, Facebook, Instagram and YouTube.

NJ TRANSIT has established a Social Media Command Center staffed with "Team Transit" Ambassadors who will help regular customers and visiting fans get around the region during Super Bowl Week. Here's how you can receive the most up-to-date information and share in this historic experience with social media.



Twitter: NJ TRANSIT will provide you with the most up-to-date travel information on our system during Super Bowl Week using designated hashtags – **#TransitBowl** and **#SB48GameTrain** – for you to join in the conversation on the road to Super Bowl XLVIII. (Twitter.com/NJTRANSIT)

Facebook: NJ TRANSIT will share photos, promotions and information on events during Super Bowl Week and on Super Bowl Sunday. We encourage you to share your Super Bowl Week photos and memorable moments by utilizing designated hashtags – **#TransitBowl** and **#SB48GameTrain** – on our Facebook fan page and in your status updates. (Facebook.com/NJTRANSIT)

Instagram: NJ TRANSIT will share and engage followers with Instagram photos and videos. Post your favorite Super Bowl experience photos by using designated hashtags **#TransitBowl** and **#SB48GameTrain**. At the end of Super Bowl Week, your photo could be part of our "Best of #TransitBowl." (Instagram.com/NJTRANSIT)

YouTube: NJ TRANSIT has helpful videos and tips for your travel experience, such as videos specific to Super Bowl Week and our Team Transit Ambassadors. Share your Super Bowl related YouTube videos by including our designated hashtags — **#TransitBowl** and **#SB48GameTrain**. (YouTube.com/THENEWJERSEYTRANSIT)

Accessible Services

All NJ TRANSIT travel modes — bus, rail, light rail and Access Link — offer accessible transportation options. With that in mind, NJ TRANSIT is ready to help customers with disabilities get to special events and the game.

For Super Bowl attendees on February 2, accessible rail service and Access Link paratransit service are the only NJ TRANSIT options to MetLife Stadium. Certified Access Link riders must reserve a ride one to seven days in advance of the game. Visitors from another state who are certified to use paratransit service in their home state may also use this service with advance reservations. Contact 800-955-ADA1 (2321) to make reservations.

Customers with disabilities who attend other Super Bowl-related activities during the week may also use Access Link or accessible bus, rail and light rail services. Advance reservations for Access Link are required.

Visit www.njtransit.com/superbowl and click on "Accessible Services" to learn more, or call Customer Service at 973-275-5555 (Text Telephone: 800-772-2287).

Dining Deals

Championship Dining is an exclusive offer for NJ TRANSIT customers through February 9. Just display your NJ TRANSIT ticket (including mobile tickets), pass, fare receipt, or a bus, rail or light rail schedule to a waiter at one of nearly 60 participating restaurants to save on your meal. As an added bonus, receive a VIP coupon book featuring an array of dining and retail options at three Premium Outlets in New Jersey!

Visit www.njtransit.com/superbowl and click on the "Save at New Jersey's Finest Restaurants" link to get a complete list of participating businesses.